

## SIX FIRES KEPT FIGHTERS BUSY

Eight Alarms Sent Out After Midnight, but Two Were False—Firemen Were Caused Much Discomfort by Cold Weather.

## TENANTS OF TENEMENTS FLEE IN NIGHT CLOTHES.

Sixth Avenue Elevated Car Set Afire by Electric Wire and Structure Ignited—Trains Blocked for an Hour.

Eight alarms called the firemen out into the cold weather between midnight and 6 o'clock this morning. Few of the fires amounted to much, but all were of sufficient importance to cause the firemen much discomfort.

The first alarm was turned in at 12:15. The fire started in the room of the Italian Benevolent Society, on the first floor of No. 43 East One Hundred and Fourteenth street. There were twelve families in the building and all turned out at the alarm. The fire was caused by a defective flue. The damage amounted to \$50.

At 1 o'clock fire was discovered on the roof of No. 104 Third Avenue. It is a four-story building and the blaze was caused by an attempt to thaw out the water pipes. The roof and top floor were demolished. Damage, \$800.

The next call came at 1:15 from No. 21 Peck Slip. It started in the apartment of Mrs. Limox and was caused by thawing out the water pipes. The damage amounted to \$50.

At 3:15 a pedestrian noticed large quantities of steam coming out of the sidewalk in front of Lord & Taylor's, at Twentieth street and Broadway. An alarm was turned in and the guests of the hotel across the street were somewhat scared. There was no fire. The steam was escaping from the boilers underneath the sidewalk.

At 4 o'clock a false alarm called the fire engines to No. 79 Bond street.

At 4:35 fire was discovered in the cellar of an unfinished building at Nos. 154 and 156 Greenwich street. Matches, supposed to have been dropped by workmen in a pile of shavings, caused the blaze. The damage amounted to about \$300.

**Tenants Flee in Night Clothes.**

A blaze in the chimney of the four-story building at No. 37 East Thirtieth street called the department out at 4:15. The apartment of Mrs. Annie Wering was slightly damaged and the tenants in the building were sent hustling to the street in their night clothes.

No. 298, of the Sixth Avenue line, was set ablaze at 5:35 by wires not sufficiently insulated. The flames burned through the roof and set fire to the elevated structure between Forty-third and Forty-fourth streets on Sixth Avenue.

All trains on the "L" road were blocked for an hour. Trampmen would not let the passengers leave the cars, for fear they would come in contact with the deadly third rail.

## FIRE IN FIFTH AVENUE.

**Plumbers Started Blaze in Millionaire Hyde's Home.**

Plumbers at work on some frozen pipes in the residence of William Truslow Hyde, at No. 550 Fifth Avenue, set fire to some woodwork on the second floor, causing a great deal of alarm among the servants and making a lot of excitement in the neighborhood.

An alarm was turned in and when the engines came rattling up to the house people began to pour out of all the neighboring residences. The firemen had little or no work to do, as the plumbers themselves had the fire out when they arrived. The damage was trifling.

Mr. Hyde is a millionaire clubman. His wife, who is in the house at the time, was Isabel B. Marks, oldest daughter of Mrs. Henry Marks.

**SCIENTIST VON ZITTEL DEAD.**

MUNICH, Bavaria, Jan. 6.—Karl Alfred Von Zittel, the paleontologist, President of the Academy of Sciences, is dead.

## FIREMEN JUMP INTO ICY RIVER

After Terrific Struggle, Two Heroes Rescue Driver Who Had Been Knocked from Pier by Falling Horse.

## FOUGHT THEIR WAY IN WHIRLPOOL OF ICE CAKES.

Almost Frozen to Death, the Three Are Finally Hauled to the Docks by Members of Fireboat's Crew.

Report was made to Fire Headquarters today of the remarkable daring and bravery of Firemen Max Brady and Thomas Nugent, attached to the fireboat David A. Boody, docking at the foot of North Eighth street, Williamsburg. They will be commended for honorable mention, if not for medals, and the Police Department may take cognizance of the act, as what they did does not come in the duties of the Fire Department.

Daniel O'Donovan, a driver for Rosin & Co., of South Brooklyn, was loading his truck with barrels on the dock where the fireboat was tied up. As he was trying to drive the horses off the pier with the loaded wagon one horse slipped and fell, and, in doing so, knocked O'Donovan into the river.

Firemen Brady and Nugent were on watch on the boat at the time, and both leaped into the river at the same time. The surface of the water was covered with a great mass of broken ice. A strong tide was running and the

cakes of ice were being crushed against the pier heading, where the tide had formed a strong whirlpool. O'Donovan was caught in this cold vortex and was carried around and around, his body being repeatedly knocked against the pier. By swimming hard and holding to occasional large chunks of ice he kept himself above the surface.

Brady and Nugent worked their way through the ice into this whirlpool and caught O'Donovan and forced him over to the pier. Fireman Caspar Henry called the other members of the fireboat's crew, and with ropes and poles they reached the three men in the river. Brady and Nugent passed a rope about O'Donovan and the firemen on the dock pulled him out. Then ropes were passed to the two firemen and they were drawn out.

An ambulance had brought Dr. Shanks from the Eastern District Hospital and he hurried O'Donovan back to the hospital. He had been badly bruised by the heavy chunks of ice, but was not otherwise injured.

The wet and cold firemen were taken aboard the fireboat where they were given clothing and hot coffee.

**FIRE CHIEF KILLED.**

LONDON, Ont., Jan. 6.—Fire Chief Rowe was killed and four firemen named Gray, Robinson, Robertson and Seccombe were injured in a fire which destroyed the wholesale shoe factory and warehouse of Sterling Bros. early today. The men were on an aerial truck when one of the walls fell outward. The body of Chief Rowe is still under the debris.

## Sale of Men's White Dress Shirts,

made of very fine muslin 3-ply bosoms, nicely laundered, perfect fitting; cuffs attached or with wristbands, \$1.00, value \$1.50.

**Lord & Taylor**  
Broadway and Twentieth Street  
and Fifth Avenue.  
New Entrance on 19th Street.

SUNDAY WORLD WANTS WORK  
MONDAY MORNING WONDERS

ALL CARS TRANSFER TO  
**Bloomingdale's**  
3rd Ave. to Lex. 59th to 60th Sts.

Men's 59c.  
Night Shirts, 49c.  
Of muslin, fast color trimmings, with or without collars, sizes 15 to 20.

## This White Sale

Is the Sale Wholesalers Are Talking About.



In the dry-goods districts people are wondering at our selling goods of white at "old figures."

It seems to be entirely contrary to prevailing custom, they say.

One big manufacturer said: "Now, at present prices I should judge you have about a quarter of a million dollar's worth of white goods, but you won't realize half that on them at the prices you're quoting. Why don't you hold your goods for bigger prices, like the rest are doing? You know it's only a question of asking more

at the present market valuation to get it."

Of course it is! We know all that, and know that much of this white merchandise would bring more at wholesale than the prices we're asking at retail. But one of the first store-keeping principles we work under is, "Turn every trade-advantage over to the customer," and we're only too glad of such chances as these to prove again that the mercantile mastery of this leader of stores means a lot to each individual who follows its daily doings.

This White Event embraces  
**Women's Muslin Underwear, Infants' Clothes, Handkerchiefs, Laces and Embroideries, Table Linens, "Domestics," Men's and Boys' Shirts, Collars and Cuffs,**

At those unmatchable "old prices" of last year, or about half the prices that other stores must ask now.

## Boldest of Price-Cuts in Furs—

**In the Face of Zero Weather!**

In the face of the coldest weather of years, when that un-Bloomingdale store-keeping policy of "sell for full price as long as you can" is being almost universally followed in the case of furs, we're cutting prices for stock-adjusting reasons so severely that not a vestige of profit remains and cost is cut deeply into in most instances.



It's a chance for you to buy a fur coat, muff, scarf or set at  
**A saving of from a fourth to a third on former prices!**

**Fur Coats.**  
\$16.95 for \$35 Nearseal Coats. Well made of selected skins.  
\$23.50 for \$45 Nearseal Coats. Beautifully modeled and trimmed.  
\$32.50 for \$65 Nearseal Coats. With large collar and revers of Baum Marten, Beaver, Mink, &c.  
\$59.50 for \$100 Persian Lamb Coats. Beautifully made of selected skins.  
\$72.50 for \$125 Persian Lamb Coats. Trimmed with large collar and revers of Mink.  
\$89 for \$175 Persian Lamb Coats. Trimmed with large collar, cuffs and revers of Mink and Chinchilla.  
\$94.50 for \$175 Sealskin Coats. Handsomely modeled in selected skins, finest of workmanship.

**Fur Coats.**  
\$119 for \$200 Persian Lamb Coats. Plain and trimmed, beautifully modeled.  
\$144 for \$275 Sealskin Coats. Newest and smartest styles.  
\$219 for \$380 Genuine Alaska Sealskin Coats. Handsomely modeled. The skins could not be procured for our sale price.  
**Large Pillow Muffs.**  
\$1.95—Of Lap Seal, Russian Lynx or French Coat.  
\$3.95—Of Nearseal and Brook Mink, Jap. Pear.  
\$4.95—Of Water Mink.  
\$7.50—Of Alaska Sable.  
\$2.95—Of American Ermine.  
\$5.95—Of Isabella Sable Opossum.  
\$7.50 & \$8.50—Of Squirrel.

**Scarfs and Boas.**  
\$1.95 and \$2.95 for Double Boas. Of Russian Lynx, French Cony or Japanese Seal.  
\$3.95 for Double Boas. Of Brook Mink, Russian Lynx, Hare or Japanese Seal.  
\$4.95 for long Double Boas. Of Water Mink, Blue Sable or Black Hare.  
\$7.50, \$10, \$12 for long Double Boas. Of Sable Mink, Isabella Sable Fox, or Sable Opossum.  
\$7.50, \$10, \$12 for Isabella and Sable Opossum.  
\$4.95 for Double Japanese Boas, 100 inches long.

## Another Great Coat Sale.

The coat sale for to-morrow will be as extraordinary in character as those which have recently preceded it. For, like the others, this is an occasion when the most exceptional value-giving is marked in coats of quality.

**These Coats of Persian Cloth at \$7.95 Were Intended to Sell at \$14 and \$16.**

They look exactly like Persian lamb, and are cut in the jauntiest of double-breasted styles, similar to illustration, with fitted backs. The collars are large and full storm size, the revers full and flaring, and every coat is lined throughout with best quality guaranteed satin. Length, 30 in.

**Fur-Trimmed Coats of Persian Cloth, \$9.75.** Trimmed with selected nutria beaver and American chinchilla—sizes 32 to 50 bust.

BLOOMINGDALE BROS., 3d Avenue, 59th and 60th Streets. ALL CARS TRANSFER TO BLOOMINGDALES'. BLOOMINGDALE BROS., 3d Avenue, 59th and 60th Streets.

**For accurate information consult the 1904 WORLD ALMANAC.** PRICE 25 CENTS PER COPY. BY MAIL 35 CENTS.

USE SUNDAY WORLD WANTS TO GET A POSITION.

## Adams Dry Goods Co.

SIXTH AVENUE 21<sup>ST</sup> & 22<sup>ND</sup> STREETS.

**Closing Out at Next to Nothing Some Remarkable Lots of Dress Goods.**

RIGHT here, where dress goods values always mark the store's supremacy for low pricing, is really the best offering we have been able to make in many a day. It constitutes all our surplus stock in both black and colorings—the styles embraced are so many that every taste can be gratified.

A good many are half price and less—which means that you buy here for less than the makers actually charge others. As we never carry over from season to season, however, this great reduction becomes a business necessity. The clearance sale is broad here—when stocks need it.

**Colored Dress Goods.**  
\$1.50 56-inch All-Wool VICUNA CHEVIOTS, \$1.50 54-inch All-Wool Twilled HOMESPUNS, \$1.50 55-inch All-Wool FLAKE CHEVIOT SUITINGS, \$1.25 56-inch All-Wool SCOTCH TWEEDS, \$1.50 50-inch All-Wool Imported CANVAS SUITINGS, \$1.25 50-inch All-Wool SATIN COVERT CLOTHS,  
Grades, 69c A Yard.

**50c. All-Wool Canvas Voile, 29c 60c. Crêpe Granite Cloths, 39c 50c. Wool Waistings, 19c**  
In cream, black, gray, tan, castor, garnet, cadet, cardinal, reseda, light blue, pink, royal, navy.  
Al. wool, in black, navy, brown, tan, castor, reseda, garnet, cardinal, gray, cadet, myrtle, royal, &c.  
In stripes on grounds of gray, blue, rose, cream, pink, &c.; also Mercerized Waistings in black and colored stripes on white grounds.

**Black Dress Goods.**  
75c. 50-inch Black All-Wool CRASH SUITINGS, \$1.00 46-inch Black All-Wool CANVAS ETAMINES, 75c. 50-in. Black All-Wool Sponged and Shrunken CHEVIOTS, \$1.00 54-inch Black All-Wool CANVAS HOMESPUNS, 75c. 45-inch Black All-Wool MISTRAL CLOTHS, 75c. 46-inch Black All-Wool Imported NUN'S VEILINGS, 75c. 43-inch Black All-Wool CANVAS VOILES,  
75c to \$1 Grades, 49c A Yard.

## After-Holiday Furniture Clearance

THE "left-over" from Christmas usually form a large part of the big furniture movements of February. Not so here. Furniture must be speedily new and bought right in order to creep into our February sales. What we didn't cart company with before Christmas is yours to-morrow at the lowest prices of the year.

**Music Cabinets.**  
Mahogany finish, with door and shelves, worth \$7.00, at 4.75  
Mahogany finish, with mirror, top and door, with lock, worth \$6.00, at 6.50  
Mahogany veneered door, inlaid, worth \$12.00, at 8.00  
Mahogany veneered, hand-carved, inlaid, worth \$20.00, at 15.00

**Bookcases.**  
Double and 3 Sections. Quartered Oak, worth \$25.00, at 49.00  
Mahogany, worth \$35.00, at 75.00  
Quartered Oak, at 40.00  
Quartered Oak, with carved lid, 3 long drawers, worth \$35.00, at 68.00  
Mahogany, worth \$55.00, at 100.00

**Writing Desks.**  
Quartered Oak, with shaped top, long drawers, worth \$10.00, at 7.00  
Quartered Oak, with carved lid, 3 long drawers, worth \$15.00, at 15.00  
Bird's-Eye Maple, with mirror, top, 1 long drawer, worth \$10.00, at 10.00  
Mahogany veneered, with a new interior, shaped top, worth \$20.00, at 15.00

**Easy Chairs.**  
Mahogany, with oak frames; upholstered in leather and tapestry.  
Worth \$36, now 18.00  
Worth \$38, now 30.00  
Worth \$40, now 27.00  
Worth \$45, now 22.00  
Worth \$50, now 38.00

**Corner Chairs.**  
In mahogany and mahogany finish, covered in tapestry and satin damask.  
Worth \$1, now 2.75  
Worth \$7, now 5.00  
Worth \$10, now 7.50  
Worth \$15, now 11.00  
Worth \$20, now 15.00

**Morris Chairs.**  
Golden Oak; reclining; 4 different posts; with hair-filled seats; worth \$7, at 4.85

**Winter Footwear Much Under Price.**  
WOMEN'S EMPIRE BOOTS in box calf, button or lace; double sole for Winter wear; cannot be duplicated elsewhere; styles to select from in all materials and all weight soles, at a 2.00 pair.  
GIRLS' LACE BOOTS in heavy box calf, with heavy extension soles, spring heels; very stylish. Sizes 6 to 10½, worth \$1.50 a pair, at 1.15  
SIZES 11 to 2, worth \$2.00, at 1.35  
BOYS' LACE BOOTS, double soles, for hard wear, regular \$1.50 quality; sizes 3 to 3½; special at, a pair, 1.00

**Semi-Yearly Sale of Sample Hosiery.**  
We started the week with twenty thousand pairs; half foreign and half domestic manufacture. The offering was no less remarkable than has been the selling. But with so many pairs, the choosing will remain good for some days yet. Here's the gist of the news:  
Men's 25c to 35c. Half Hose, imported domestic novelties, lace thread and cotton, black or colored grounds, which do not scratch or collect moisture. They preserve, improve and strengthen the eyesight and are a real boon to persons needing the aid of good glasses.  
Both eyeglasses and spectacles are set in goldline frames; spectacles may be had in either straight or riding bow shapes—eyeglasses have patent American cork nosepieces.  
Pebble eyeglasses have always sold as high as \$4 and \$5 and are selling for those prices to-day at the exclusive opticians; our special price places them within the reach of every one; per pair, 98c

**Boys' Waists, 19c.**  
Here's a chance to buy the boy some new waists or blouses at a price which will astonish you when you see the quality and thorough workmanship in them. They're of excellent cutting, flannel, sizes 4 to 15 years; special, 19c

**Women's Corsets**  
C. B. a la Spirite Corsets, made of good coutil, with dip hips, straight front and low bust; better than corsets selling at a dollar; special, 69c

## Newest Music, 12c. To-Morrow.

Two cents more if you order by mail. None Sent C. O. D.—and no dealers supplied.

**In Music Department in Balcony; also on the 4th floor, grocery dept., where Miss May Worthing, the well-known Piano Virtuosa, gives musical demonstrations every day.**  
Up in the Coconut Tree. (Beautiful Descriptive.)  
New-Mown Hay Intermzzo. (Better than Narcissus.)  
Stories That Adam Told Eve.  
A Bird of Love Waltz. (The Partisan Sensation.)  
In the Village by the Sea.

**Out of My Life Forever.** (Beautiful Descriptive.)  
Bellini. Song and Two-Step.  
Dear Sing Sing.  
A Princess Tiger Two-Step. (Blurred two-step hit in years.)

**He Was a Sailor.** (Beautiful high-class ballad.)  
Naxos. (Marie Cahill's hit.)  
Valti. (Latest intermzzo out.)  
Miles Lee. (Happy Von Tilt's latest.)